

# YOUR PROMISE



*Communicating Your Venture's Value*



VENTURE DESIGN  
TOOLKIT

IDEO



*Helps you answer:*

What is your venture's unique, compelling solution? / What is  
your promise or value proposition? / What emotional and rational  
benefits does it offer people? / Why will people choose it over other  
things that exist?



# YOUR PROMISE ANSWERS WHAT CUSTOMERS NEED WITH WHAT YOUR EXPERIENCE WILL GIVE THEM



CUSTOMER / EXPERIENCE / BUSINESS

In a world where people have lots of choices, it's the compelling reason they should choose (BUY!) your venture.



# YOUR PROMISE

---

So, once you understand *who* you want to help and *what* they need, it's time to articulate your promise - also called your **Value Proposition**). It's not just what you do for them, it's **why you matter** in their lives.

---



# YOUR PROMISE GETS CUSTOMERS TO THEIR DESIRED OUTCOME

---

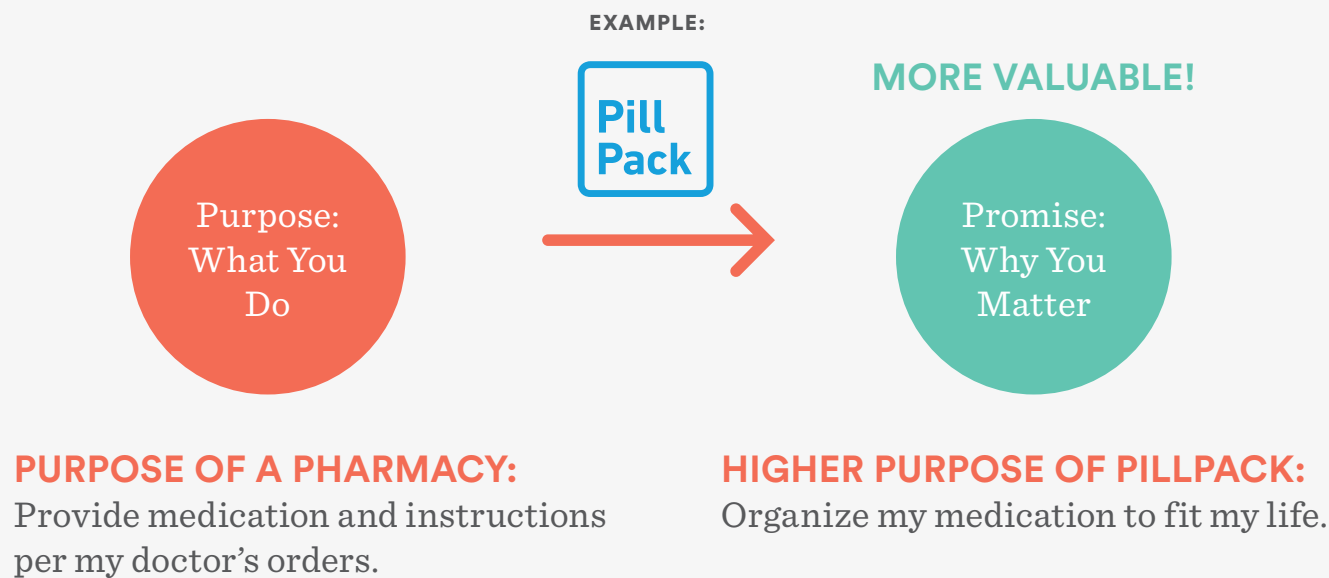
That outcome transcends features and benefits  
to **experiences** that fulfill emotional and  
functional **human needs**.

---

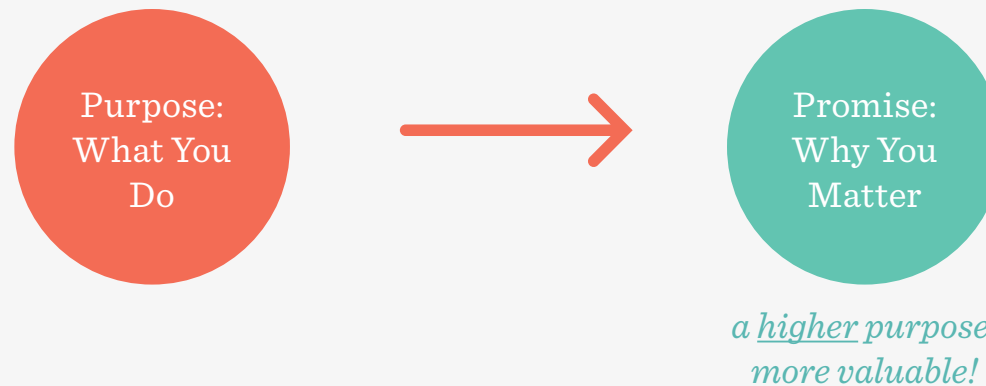


# BY ADDRESSING YOUR CUSTOMER'S DESIRED OUTCOMES

you get from simply what you do to the **higher purpose of why you matter** in their life.



## EXAMPLES:



STREAM MUSIC THAT YOU  
DON'T HAVE TO BUY

*Play me* a soundtrack to *fit any moment*.



CLASSIC FRAMES THAT  
YOU CAN TRY AT HOME

*Give me* access to affordable, stylish fashion  
*on my own terms*.



STREAM VIDEO FOR A  
MONTHLY FEE

*Entertain me* with personalized content  
*without making me think*.



CROWD-SOURCED  
TRAFFIC GPS

*Help me* win the commute race *every day*.



***Your promise must be:***  
***compelling,***  
***unique & concise***





# COMPELLING

---

Your empathy-driven venture **provides a solution based in peoples' real needs.**

This is why **deeply understanding** the people you're designing for is **critical.**

---



# A COMPELLING SOLUTION DELIVERS FUNCTIONAL AND EMOTIONAL BENEFITS

---

## ***Functional***

*(practical, objective benefits)*

---

Ex: Save me time

Ex: Grow my professional network

---

## ***Emotional***

*(subjective, feelings-based benefits)*

---

Ex: Make me feel smart

Ex: Give me peace of mind

---

*These are the **building blocks** of your **promise**.  
It helps to list them out and then prioritize them based on  
what you do best - better than anyone else.*

## EXAMPLE: PILLPACK



### EMOTIONAL

- Decrease my anxiety around juggling medications.
- Make me feel in control.

### FUNCTIONAL

- Organize my medications by when I take them.
- Eliminate trips to the pharmacy.
- Manage my refills so I don't run out.

*Look at the reviews below and identify which benefits mentioned are emotional and which are functional.*

[HOW IT WORKS](#)[PRICING](#)[OUR PHARMACY](#)[HELP](#)[REVIEWS](#)[855-745-5725](#)[LOG IN](#)[GET STARTED](#)

"PillPack has simplified my life. Even after just a few weeks, I'm not questioning whether I took my meds or not. That speaks volumes."

- Janet P, South Dakota

<https://www.pillpack.com/reviews>



"I love the convenience and I NEVER forget to take my meds on time!"

- Bill D, Illinois



"Super convenient delivery. Easy to remember to take my meds. I haven't missed a single dose since I've been using PillPack! And the service is great."

- Emily H, Georgia



# UNIQUE

*What do you offer that people cannot get elsewhere?*

## *Elevator Pitch*

### EXAMPLE: PILLPACK

PillPack *is the only* pharmacy *that*  
*(name)* *(category)*  
simplifies medication *for*  
*(how your venture is different)*  
people juggling many prescriptions .  
*(type of person you're designing for)*



***To answer “why will people choose your venture instead of what exists?” you need to know what people use or do instead right now, and what your venture can promise that is better.***



***PillPack has to promise (and deliver) a better experience than:***

- Major pharmacies with huge product selection (within and beyond prescription medication)
- Personal relationships between customers and local pharmacists
- Mail-order pharmacies
- Homemade hacks (Ex: sorting pills into plastic bags, iPhone reminders)
- Family members/caregivers who organize and keep track of medications



**Walgreens**

**CVS**  
pharmacy



# CONCISE

---

Your venture likely offers many benefits - but  
**focus in on the most important idea** so people  
hear your promise loud and clear.  
*(and aren't distracted by less important benefits).*

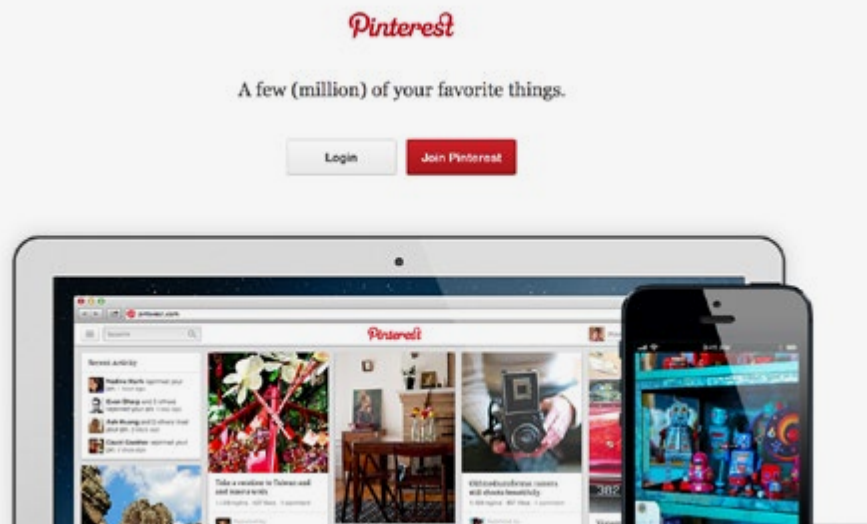
---

EXAMPLE: PILLPACK , PINTEREST, FARESHARE



People should be able to **feel** your promise across the **experience**.

Sometimes it's expressed as part of your **marketing message**, like a tagline or homepage headline.





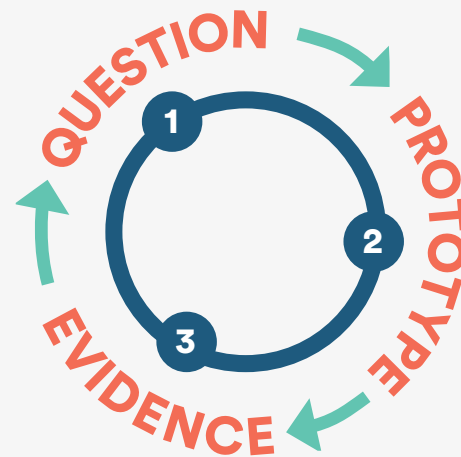
# LET'S DO!

Now that you've learned more, take a shot at answering these questions:

What is your venture's unique, compelling solution? / What is your promise or value position? / What emotional and rational benefits does it offer people? / Why will people choose it over other things that exist?

**FOR QUESTIONS YOU STILL NEED TO ANSWER OR ASSUMPTIONS YOU NEED TO PROVE,**

- What will you make / prototype?
- What evidence can you get?







# WHAT'S NEXT?

---

## DO

---

### BENEFITS WORKSHEET

*What functional and emotional benefits does your venture deliver?*

### HIGHER PURPOSE

*What is your higher purpose? Why do you matter to people?*

### ELEVATOR PITCH

*How can you concisely communicate your venture's value?*

---

## LEARN

---

### BRAND

BUILDING DISTINCT BRAND FOR YOUR VENTURE

*How will you express your promise in elements of your brand?*

### CUSTOMER EXPERIENCE

CREATING VALUE AT EVERY TOUCHPOINT

*How will your product or service, and the experience that surrounds it, deliver on your promise?*

---

## LEARN

---

### PROTOTYPING

MAKING QUESTIONS AND ASSUMPTIONS TANGIBLE

*How could you prototype your promise, or value proposition, to make sure it is compelling, unique and concise?*

---

## Other Resources

---

### VIDEO

#### JOBS TO BE DONE

BY CLAY CHRISTENSEN

*An alternative way to articulate your promise as a job customers "hire" your product to do.*

### ARTICLES & VIDEO

#### VALUE PROPOSITION CANVAS

BY STRATEGYZER AG

*A tool for taking a deeper, more structured look at constructing a value proposition.*